## IMPORT FRANCHISES

| | July 1, 1987 | Jan. 1, 1987 |
|---|---|---|
| JAPAN | 19,636 | 19,326 |
| Chevrolet | 4,935 | 5,000 |
| Chrysler captives | 3,094 | 3,064 |
| Plymouth captives | 3,065 | 3,033 |
| Dodge captives | 2,997 | 2,960 |
| Nissan | 1,108 | 1,109 |
| Toyota | 1,086 | 1,087 |
| Honda | 907 | 900 |
| Subaru | 807 | 801 |
| Mazda | 783 | 771 |
| Isuzu | 541 | 338 |
| Acura | 179 | 150 |
| Mitsubishi | 134 | 113 |
| KOREA | 4,517 | 161 |
| Pontiac captives | 2,975 | — |
| Ford captives | 1,356 | — |
| Hyundai | 186 | 161 |
| WEST GERMANY | 3,187 | 3,201 |
| Volkswagen U.S. | 878 | 878 |
| Merkur | 738 | 744 |
| Mercedes-Benz | 422 | 422 |
| BMW | 420 | 423 |
| Audi | 409 | 412 |
| Porsche | 320 | 322 |
| MEXICO | 2,754 | — |
| Mercury captives | 2,754 | — |
| FRANCE | 1,515 | 272 |
| Renault | 1,245 | — |
| Peugeot | 270 | 272 |
| SWEDEN | 775 | 773 |
| Volvo | 414 | 414 |
| Saab | 361 | 359 |
| ITALY | 414 | 432 |
| Bertone | 150 | 150 |
| Alfa Romeo | 146 | 158 |
| Maserati | 67 | 73 |
| Ferrari | 42 | 42 |
| Lamborghini | 9 | 9 |
| UNITED KINGDOM | 510 | 503 |
| Sterling | 169 | 153 |
| Jaguar | 154 | 160 |
| Lotus | 65 | 65 |
| Rolls-Royce/Bentley | 58 | 59 |
| Aston Martin/ Lagonda | 14 | 16 |
| TVR | 50 | 50 |
| YUGOSLAVIA | 312 | 260 |
| Yugo | 312 | 260 |
| MISCELLANEOUS | 15 | 15 |
| TOTAL | 33,635 | 24,943 |

# CENSUS

FROM PAGE 1

sell at least one import make.

That benchmark coincides with the 10th anniversary of Henry Ford II's statement to reporters that imports were in for "one helluva battle" from the domestics.

"We'll push them right back to the shores," he said on Sept. 1, 1977, at Ford's 1978 national new-model press conference.

The old import-outlet record was 17,100 on Jan. 1, 1979, a little more than a year after Henry Ford's battle cry.

The latest Automotive News import dealer census shows that the number of dealerships handling imported cars rose 40.31 percent in the first six months of the year — chiefly because of imports introduced by Ford Division (Festiva), Mercury (Tracer), Pontiac (LeMans) and American Motors (Renault Medallion). The Jan. 1 total was 17,093.

The total number of import-make franchises rose 34.85 percent in the six-month period — to 33,-635 from 24,943 — again, chiefly because of the new captive imports.

The franchise total and the dealer total differ because of dualing — two or more franchises often are combined in a single outlet.

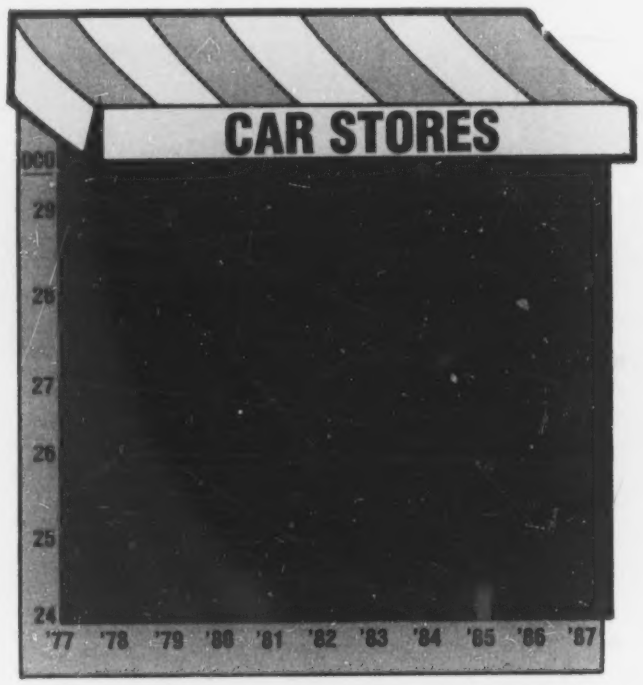
All 2,975 Pontiac dealers now sell the Korean-built LeMans. All 2,754 Mercury outlets sell the Mexican-built Tracer. Only 738 Lincoln-Mercury dealers also had the Merkur franchise on July 1.

The number of import outlets will continue to grow as Daihatsu begins operations and as Nissan and Toyota finalize plans for second, premium-make franchises.

Adding to that growth will be Ford: A total of 1,358 Ford Division dealers had Festiva on July 1, but by October the division plans to extend Festiva to all of its 4,600 U.S. dealers.

That means that of the 10 traditional American domestic marketing units, only Oldsmobile, Buick and Cadillac divisions will not have captive imports to sell. But many of those dealers are dualed with Chevrolet or Pontiac, thus giving them a captive, or they handle an independent import make.

The first-half-1987 addition of the Pontiac, Mercury and Ford captives also altered the ranking of source nations, catapulting Korea to second place, inserting newcomer Mexico into third place and pushing West Germany into fourth.




## IMPORTED-CAR RETAIL OUTLETS

| | July 1, 1987 | | Jan. 1,† 1987 | |
|---|---|---|---|---|
| Imported cars only: | | | | |
| Exclusives | 3,661 | | 3,497 | |
| Duals | 1,266 | | 1,254 | |
| | | 4,927 | | 4,751 |
| Import-domestic duals: | | | | |
| Domestics with captive imports | 17,492 | | 10,645 | |
| Domestics with other imports | 1,565 | | 1,697 | |
| | | 19,057 | | 12,342 |
| Total imported-car dealers | | 23,984 | | 17,093 |

†Revised.

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Also in the first half of 1987, 36 dealers acquired Range Rover franchises, although those numbers are not reflected in the totals because Ranger Rover is not classified as a passenger car.

Among the imports, Mitsubishi, Acura and Hyundai remained the only franchises with totally exclusive dealership outlets.

Despite recent dealer network troubles, mostly in the Pacific Northwest, Nissan remained the non-captive import leader with 1,-108 franchises in the continental United States on July 1. Toyota continued to be a close second with 1,086 in the continental United States. Both totals exclude Hawaii, where the two Japanese makes use separate, independent distributors.

The number of Japanese-make import franchises rose 1.60 percent in the first six months of the year, largely due to gains by the still-developing retail networks at Isuzu, Acura and Mitsubishi.

Elsewhere, franchise declines by BMW, Audi, Merkur and Porsche cut the West German total 0.44 percent.

Two new Saab franchises pushed the Swedish total up slightly.

Declines by Alfa Romeo and Maserati dropped the Italian total 4.17 percent.

The reintroduction of Renault as an import boosted the franchise total for French makes despite the loss of 15 franchises by Peugeot.

Meanwhile, a gain by the still-growing Sterling organization pushed the United Kingdom total up 1.39 percent, despite fewer franchises at Jaguar, Rolls-Royce/ Bentley and Aston Martin Lagonda.

Yugo's developing organization added 52 franchises in the first half of the year, boosting Yugoslavia's total 20 percent, while the addition of Pontiac and Ford captives and the growth of Hyundai fattened South Korea's total an astronomical 2,705.59 percent.

# SUBARU

FROM PAGE 1

Problems hit Subaru for the first time this year, just as they hit other marketers of Japanese automobiles. A rise in the value of the yen against the dollar, making Japanese cars more expensive, came at a time of generally increased competition and incentives in the marketplace.

Once, Subaru of America could do no wrong, either in the marketplace or on Wall Street. From 1975 to 1986, steady sales increases were the norm.

In 1975, it sold 41,587 vehicles. But the real glory years started in 1977, when it nearly doubled sales over the previous year to 80,826. Sales increased steadily until they reached an all-time high of 183,242 last year.

For the first seven months of this year, the company sold 91,950 units compared with 107,031 in the same period of 1986. At the beginning of August, Subaru also had about 70,000 cars, which was a 126-day supply, based on the slower July selling rate.

The latest filings at the Securities and Exchange Commission indicate that the value of Subaru of America's inventory soared from $78.6 million at the end of October last year to $133.3 million at the end of April this year.

The company's stock price kept climbing until May 1986, when it was split eight for one. For 12 years, Subaru had not reported a quarterly loss — until two weeks ago.

The losses were not surprising to analysts on Wall Street, however. Most expected a loss, but not the amount that was reported.

Scott Merliss, auto analyst for Morgan Stanley, said, "When any company joins the rebate game, earnings can disappear overnight."

Subaru has been heavily in the rebate game. To move product, it has various incentives, with up to $1,500 in rebates on selected models. It also is offering financing of 3.9 percent.

Those incentives are costly. Gibson said the company has spent $72 million to date — and this is only Subaru's share.

Independent distributors have been taking things into their own hands, too. Ernie Boch, president of New England Subaru, said he is offering the $1,500 incentive and 3.9 percent financing as well as extended warranties at no charge.

At Subaru South, based in Little Rock, Ark., John Matt, president, said sales are down 20 percent. He is offering incentives to dealers, salesmen and sales managers to spark sales.

Subaru got into the rebate game because of the present richness of its model mix. Historically, Subaru's advertising tagline was, "Inexpensive and built to stay that way."

But this year, the bulk of the model mix was the in GL lines, which carry many accessories. That quickly boosted prices, generally to over $10,000 and in many cases to $12,000-$15,000.

Boch, whose New England territory accounts for 20 percent of Subaru sales, said the "management got greedy."

Gibson and other executives agreed that the model mix was too rich. The model mix has to be adjusted, so that Subaru "returns to its roots" with less expensive cars.

Gibson said last year at introduction time that the model mix was 15 to 20 percent under $10,000 cars, and the balance in the upper end.

This year, he is looking for a more even split, with as much as 55 percent in the lower price range. Dealers will see some of the lower-priced, and short-supply cars, in November.

That is the strategy until at least the beginning of next year, when Gibson anticipates the 1987 inventory will be cleared out.

However, Wall Street analysts view Subaru's situation as unique in many respects. Subaru of America is not a subsidiary of the manufacturer. While Fuji Heavy Industries is the chief shareholder with 49.7 percent, Subaru of America is an independent company traded on the stock exchange.

According to Ann Knight, auto analyst for Paine Webber, Subaru is being squeezed from two directions.

First, there is Fuji and its desire to increase prices, to move upscale to balance the declining dollar against the yen and to retrieve higher production costs.

On the other side is the marketplace, which will not accept Subaru's higher priced cars.

While Subaru has been fighting a losing sales war — it is running 14 percent behind last year's pace — its remaining independent distributors have expressed their displeasure.

Four recently joined in litigation against Subaru of America, claiming the company was forcing too many cars on them. While the suit was dropped (Automotive News, Aug. 17), a key point was that Subaru was forcing independent distributors into a financial situation where Subaru could buy them out at a low price.

Subaru has been steadily buying its independent distributors. The network of 13 distributors was reduced to five independents last week when Subaru of America acquired Denver-based Inter-Mountain Subaru.

While buyout prices have not been announced, each has been described as being "in excess of $10 million."

Gibson denied the allegations that the buyouts were part of a plot to force the distributors out of business.

The money for the purchases comes from a cash surplus built up by Subaru during the good years. Last week, Subaru said that cash in hand was $235 million.

Filings with the Securities and Exchange Commission indicate that Subaru of America has a $525 million line of credit with 14 banks through June 1988.

The third-quarter loss was attributed not to the buyouts, but to the cost of incentives and to exchange rates between the dollar and the yen.

The importance of Subaru of America to Fuji Heavy Industries should not be underestimated. Although Fuji also makes airplanes and trains, its major profit base — 80 percent — is in cars. And up to 80 percent of its car business is in the U.S. market.

As a result, Nomura's Endo said, the company does not have many alternatives to compensate for the losses.

Analysts believe, however, that the company is ready to offer a financial plan to increase income. That may not happen immediately, however, since the present financial environment in Japan is not regarded as ideal, but a move is expected within the next 12 months.

The loss in profits combined with the increase in capital investment due to the joint U.S. venture with Isuzu, has put pressure on Fuji. That venture is an assembly plant in Indiana.

In June, Fuji forecast a net profit of 8 billion yen ($56.7 million) for the current fiscal year. Analysts now say the company will come up short, perhaps as much as 10 percent.

The situation in the American market, for Subaru in particular, is perceived in Tokyo as "much worse than expected."

All of this may affect the joint venture with Isuzu.

For Fuji Heavy Industries, Endo said, the operation "cannot fail." He is confident the company will put up enough cash to make it work.

But analysts noted that if Subaru of America is having problems selling the product now, an increase in production will not make the task any easier.

SALES

## DOMESTIC CAR SALES

| | Aug. 21, to Aug. 31, 1987 | Same Period, 1986 | Aug. 1987 | Same Month, 1986 | Jan. 1 to Aug. 31, 1987 | Same Period, 1986 |
|---|---|---|---|---|---|---|
| Alliance | 0 | 0 | 2,303 | 5,221 | 18,670 | 41,212 |
| Eagle | 0 | 0 | 292 | 348 | 2,800 | 4,749 |
| Total Eagle | 1,465 | 2,769 | 2,595 | 5,569 | 21,470 | 45,961 |
| Horizon | 387 | 3,671 | 1,236 | 10,577 | 38,272 | 75,532 |
| Sundance | 2,565 | 774 | 6,776 | 2,144 | 54,795 | 2,794 |
| Turismo | 626 | 2,100 | 1,526 | 4,885 | 14,630 | 31,223 |
| Reliant | 2,002 | 3,484 | 4,646 | 7,433 | 64,014 | 87,573 |
| Caravelle | 1,239 | 899 | 2,783 | 1,907 | 25,634 | 25,425 |
| Gran Fury | 278 | 572 | 755 | 1,436 | 5,333 | 11,538 |
| Total Plymouth | 7,097 | 11,500 | 17,722 | 28,382 | 202,678 | 234,085 |
| Laser | 0 | 1,211 | 0 | 2,522 | 4,308 | 20,263 |
| LeBaron K | 2,079 | 3,602 | 5,431 | 7,539 | 40,986 | 68,305 |
| LeBaron J | 5,224 | 0 | 11,697 | 0 | 49,177 | 0 |
| LeBaron GTS | 970 | 2,946 | 2,389 | 6,144 | 23,020 | 43,962 |
| Fifth Avenue | 2,675 | 5,072 | 6,560 | 10,855 | 32,639 | 69,890 |
| New Yorker E | 1,965 | 2,630 | 4,741 | 5,274 | 39,070 | 36,666 |
| Total Chrysler | 12,913 | 15,461 | 30,818 | 32,334 | 189,200 | 239,086 |
| Omni | 268 | 3,522 | 898 | 9,744 | 30,798 | 65,302 |
| Shadow | 2,396 | 745 | 6,523 | 2,090 | 52,354 | 2,693 |
| Charger | 547 | 2,355 | 1,345 | 5,427 | 18,310 | 34,012 |
| Daytona | 1,636 | 1,565 | 4,230 | 3,504 | 25,021 | 27,675 |
| Aries | 2,372 | 3,154 | 4,794 | 7,088 | 60,964 | 67,134 |
| Lancer | 695 | 2,102 | 1,767 | 4,296 | 17,572 | 32,033 |
| Diplomat | 556 | 1,556 | 1,445 | 3,439 | 8,304 | 21,872 |
| Dodge 600 | 1,443 | 1,947 | 3,018 | 4,265 | 24,840 | 43,163 |
| Total Dodge | 9,913 | 16,946 | 24,021 | 39,853 | 238,163 | 293,884 |
| CHRYSLER MOTORS | 31,388 | 46,676 | 75,156 | 106,138 | 651,511 | 813,016 |
| Escort | 14,552 | 15,668 | 39,422 | 34,731 | 264,452 | 265,334 |
| Mustang | 4,108 | 5,637 | 12,537 | 14,652 | 123,075 | 122,527 |
| Tempo | 5,181 | 9,035 | 15,152 | 21,756 | 160,429 | 171,579 |
| Taurus | 12,042 | 5,965 | 33,549 | 15,889 | 239,004 | 137,575 |
| Thunderbird | 5,083 | 5,745 | 14,270 | 12,681 | 88,674 | 97,646 |
| LTD | 0 | 238 | 0 | 719 | 0 | 22,286 |
| Crown Victoria | 2,527 | 3,688 | 7,814 | 10,215 | 82,732 | 89,577 |
| Total Ford Div. | 43,493 | 45,976 | 122,744 | 110,643 | 958,366 | 906,524 |
| Lynx | 3,075 | 2,556 | 7,665 | 5,708 | 46,252 | 44,139 |
| Topaz | 1,794 | 1,828 | 4,630 | 4,884 | 46,760 | 43,764 |
| Sable | 4,131 | 2,223 | 11,135 | 5,680 | 67,808 | 59,461 |
| Cougar | 4,790 | 5,447 | 12,803 | 12,183 | 77,189 | 84,949 |
| Capri | 0 | 464 | 2 | 1,133 | 0 | 8,963 |
| Marquis | 0 | 119 | 0 | 311 | 2,510 | 9,561 |
| Grand Marquis | 3,299 | 3,863 | 9,931 | 10,092 | 77,511 | 78,679 |
| Total Mercury | 17,089 | 16,500 | 46,164 | 39,991 | 318,030 | 329,516 |
| Continental | 333 | 548 | 989 | 1,308 | 9,516 | 12,448 |
| Lincoln | 4,677 | 3,016 | 10,689 | 8,533 | 80,608 | 76,445 |
| Mark VII | 923 | 620 | 2,238 | 1,555 | 17,797 | 13,514 |
| Total Lincoln | 5,933 | 4,184 | 13,916 | 11,396 | 107,921 | 102,407 |
| Total L-M Division | 23,022 | 20,684 | 60,080 | 51,387 | 425,951 | 431,923 |
| FORD MOTOR CO. | 66,515 | 66,660 | 182,824 | 162,030 | 1,384,317 | 1,338,447 |
| Skyhawk | 1,451 | 3,484 | 3,843 | 6,711 | 25,982 | 47,525 |
| Skylark | 0 | 0 | 0 | 0 | 0 | 2,522 |
| Somerset Regal | 2,516 | 3,907 | 6,786 | 7,533 | 49,348 | 82,055 |
| Century | 6,142 | 10,809 | 15,350 | 21,111 | 100,703 | 160,329 |
| Regal | 1,186 | 2,875 | 4,063 | 5,640 | 35,788 | 54,921 |
| LeSabre | 6,175 | 7,131 | 17,844 | 13,085 | 97,770 | 76,895 |
| Electra | 3,217 | 3,499 | 8,467 | 6,496 | 51,508 | 75,470 |
| Riviera | 306 | 1,716 | 832 | 3,460 | 12,898 | 13,264 |
| Total Buick | 20,993 | 33,421 | 57,185 | 64,036 | 373,997 | 512,981 |
| Cimarron | 556 | 1,466 | 1,488 | 2,556 | 9,373 | 15,441 |
| Allante | 82 | 0 | 224 | 0 | 1,544 | 0 |
| Seville | 431 | 1,205 | 1,041 | 2,128 | 14,839 | 10,846 |
| Cadillac | 9,782 | 10,435 | 24,045 | 19,310 | 134,957 | 152,061 |
| Eldorado | 644 | 1,618 | 1,592 | 2,832 | 13,857 | 14,598 |
| Total Cadillac | 11,495 | 14,724 | 28,390 | 26,826 | 174,570 | 192,946 |
| Chevette | 123 | 1,685 | 363 | 3,763 | 16,345 | 45,748 |
| Nova | 5,137 | 11,955 | 14,029 | 24,702 | 108,865 | 116,796 |
| Cavalier | 8,968 | 11,315 | 24,806 | 25,004 | 214,409 | 261,623 |
| Citation | 0 | 8 | 0 | 27 | 0 | 1,052 |
| Camaro | 3,953 | 6,038 | 11,090 | 13,214 | 89,661 | 122,829 |
| Celebrity | 8,186 | 14,498 | 23,101 | 31,379 | 219,785 | 278,991 |
| Corsica/Beretta | 11,164 | 0 | 30,272 | 0 | 134,630 | 0 |
| Monte Carlo | 2,044 | 4,995 | 5,884 | 10,154 | 43,739 | 74,245 |
| Chevrolet | 7,137 | 7,207 | 19,039 | 15,701 | 123,374 | 155,363 |
| Corvette | 616 | 1,008 | 1,827 | 2,176 | 17,052 | 23,249 |
| Total Chevrolet | 47,328 | 58,709 | 130,411 | 126,120 | 967,860 | 1,079,896 |
| Firenza | 642 | 1,388 | 1,609 | 2,547 | 11,404 | 24,929 |
| Calais | 3,792 | 4,989 | 10,684 | 10,040 | 74,674 | 84,538 |
| Cutlass Ciera | 10,374 | 15,638 | 26,322 | 29,120 | 174,060 | 226,126 |
| Cutlass Supreme | 2,106 | 6,521 | 6,199 | 13,068 | 72,632 | 144,797 |
| Olds 88 | 6,989 | 18,094 | 19,469 | 30,504 | 123,932 | 168,631 |
| Olds 98 | 2,813 | 3,677 | 7,390 | 6,656 | 47,377 | 77,297 |
| Toronado | 280 | 845 | 852 | 1,450 | 12,280 | 9,630 |
| Total Oldsmobile | 26,996 | 51,152 | 72,525 | 93,385 | 516,359 | 735,948 |
| Fiero | 1,286 | 3,247 | 3,384 | 6,222 | 33,469 | 49,300 |
| 1000 | 59 | 815 | 154 | 1,556 | 4,482 | 13,126 |
| Sunbird | 2,469 | 3,194 | 6,932 | 6,487 | 59,150 | 77,270 |
| Firebird | 2,378 | 3,694 | 6,757 | 7,472 | 56,083 | 68,653 |
| Grand Am | 5,684 | 6,533 | 18,372 | 13,876 | 150,567 | 136,019 |
| 6000 | 3,459 | 11,383 | 9,009 | 21,535 | 82,119 | 129,162 |
| Bonn./Gr. Prix | 338 | 1,438 | 860 | 2,826 | 10,760 | 28,134 |
| Grand Prix | 0 | 1,406 | 0 | 2,595 | 0 | 27,158 |
| Parisienne/Bonn. | 4,124 | 2,206 | 11,119 | 4,504 | 72,464 | 52,974 |
| Total Pontiac | 19,817 | 33,916 | 56,587 | 67,073 | 469,094 | 581,796 |
| GENERAL MOTORS | 126,629 | 191,922 | 345,098 | 377,440 | 2,501,880 | 3,103,567 |
| VOLKSWAGEN | 2,559 | 3,093 | 4,799 | 6,453 | 45,313 | 51,946 |
| HONDA | 13,757 | 12,600 | 29,741 | 21,201 | 210,839 | 129,471 |
| NISSAN | 6,281 | 29 | 12,856 | 49 | 86,603 | 25,510 |
| TOYOTA | 1,744 | 0 | 3,500 | 0 | 25,071 | 0 |
| DOMESTIC TOTAL | 248,873 | 320,980 | 653,974 | 673,311 | 4,907,534 | 5,461,957 |
| IMPORT TOTAL | | | 308,641 | 278,498 | 2,049,751 | 2,090,496 |
| INDUSTRY TOTAL | | | 962,615 | 951,809 | 6,957,285 | 7,552,453 |

# Import gain hikes August sales

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Despite a wide range of incentives during the month, August sales of U.S.-built cars failed to match the year-ago total.

But a hefty increase in sales of imported cars pushed the overall total above the 1986 figure.

Total August sales of U.S.-built and imported cars edged up 1.14 percent to 962,615, compared with last August's 951,809. Two years ago, the August count was 1,075,171.

August's total rose 5.54 percent above July's 915,830 units.

Domestic car sales slipped 2.87 percent to 653,974 units, compared with last year's 673,311. Of the Big 3, Ford Motor Co. was up; General Motors and Chrysler Motors were down.

Import-car sales rose 10.82 percent for the month with a total of 308,641 compared with 278,498 last year. Imports accounted for 32.06 percent of the August market this year.

In terms of market share for August, GM had 35.85 percent; Ford, 18.99 percent, and Chrysler (including Eagle Division), 7.81 percent. Honda's share was 3.09 percent; Nissan's was 1.34 percent, and Volkswagen's was 0.50 percent. Toyota had 0.36 percent of the domestic market. Imports accounted for 32.06 percent.

Aug. 21-31 sales of domestic cars dropped 22.46 percent to 248,873 units, compared with 320,980 in the 1986 period. There were nine selling days in each period.

The selling rate in August averaged 25,153 units per day this year, compared with 25,896 a day in 1986. There were 26 selling days in the month in both 1986 and 1987.

Only one of the Big 3 reported a sales gain in August. Ford Motor Co. was up 12.83 percent over last year.

General Motors boasted of record sales for its 1988 Chevrolet Corsica/Beretta in August, and Cadillac also set a record. But GM's overall sales declined 8.87 percent from 1986. Chrysler Motors' sales, including Eagle Division estimates, dropped 29.19 percent.

Honda reaped a 40.28 percent increase in August compared to last year. Nissan sales rose to 12,856 from 49 a year earlier when the Smyrna, Tenn., plant was down for model changeover. More inventory and aggressive promotions boosted Toyota sales to 3,500 units in August; it was not selling U.S.-built cars a year ago. Volkswagen reported a 25.63 percent drop for the month.

Last year's excitement over incentives at the end of August didn't carry over for domestic manufacturers in this year's final 10 days. GM sales dropped 34.02 percent.

"Although sales were strong from Aug. 21-31, they were below last year because the comparable period included the explosive Aug. 28 kickoff of GM's 2.9 APR financing incentive," said C.N. "Bud" Moore, vice president, GM Customer Sales and Service Staff.

Ford's rosy sales glow ebbed by 0.22 percent in the final 10 days. Chrysler sales, including Jeep/Eagle products, were off 32.75 percent from the comparable period in 1986. However, Chrysler sold more cars in the final period than it did in the first or mid-month 10-day periods.

Honda's sales rose 9.18 percent and Nissan reported selling 6,281 cars compared to 29 a year ago. Toyota sold 1,744 cars in the last 10 days. Volkswagen was down 17.26 percent.

As noted, imports accounted for 32.06 percent of August's sales. Japanese automakers had more inventory, and European automakers like BMW and Mercedes introduced incentives for consumers and at the dealer level.

Isuzu reported a 73.83 percent surge in August car sales for an all-time monthly sales record. Subaru, working from a high inventory and buoyed by incentives, also reported its best August on record with a gain of 31.5 percent over last year. Hyundai also had stellar August sales, reporting a 28.90 percent rise in Excel sales compared to last August.

### Where the U.S. market was Aug. 1987

| | Total Sales | Pct. of Total |
|---|---|---|
| SUBCOMPACT | 137,251 | 14.26 |
| COMPACT | 107,507 | 11.17 |
| INTERMEDIATE | 255,054 | 26.50 |
| STANDARD | 87,416 | 9.08 |
| LUXURY | 66,746 | 6.93 |
| IMPORT | 308,641 | 32.06 |
| TOTAL | 962,615 | 100.00 |

## U.S. CAR SALES BY MARKETING UNITS

| | Aug. 1987 | Aug. 1986 | 8 Mos., 1987 | 8 Mos., 1986 |
|---|---|---|---|---|
| Alfa Romeo | 523 | 1,030 | 4,575 | 4,901 |
| American Honda | 63,530 | 58,291 | 463,865 | 417,460 |
| BMW | 8,057 | 8,016 | 58,915 | 62,666 |
| Buick | 57,185 | 64,036 | 373,997 | 512,981 |
| Cadillac | 28,390 | 26,826 | 174,570 | 192,946 |
| Chevrolet | 145,746 | 140,247 | 1,055,683 | 1,185,743 |
| Chrysler | 31,888 | 32,368 | 197,593 | 239,120 |
| Dodge | 30,192 | 45,724 | 279,149 | 339,132 |
| Eagle | 3,977 | 5,897 | 29,790 | 48,577 |
| Ford | 127,916 | 110,643 | 968,895 | 906,524 |
| Hyundai | 26,850 | 20,689 | 184,378 | 92,775 |
| Isuzu | 5,874 | 3,379 | 27,179 | 21,664 |
| Jaguar | 2,084 | 1,676 | 14,148 | 15,325 |
| Lincoln | 13,916 | 11,396 | 107,921 | 102,407 |
| Maserati | 60 | 50 | 480 | 978 |
| Mazda | 20,756 | 16,880 | 130,365 | 136,993 |
| Mercedes | 7,483 | 7,265 | 60,003 | 58,263 |
| Mercury | 48,646 | 41,130 | 327,567 | 339,834 |
| Mitsubishi | 6,351 | 4,776 | 47,482 | 31,973 |
| Nissan | 46,603 | 47,856 | 368,481 | 362,368 |
| Oldsmobile | 72,525 | 93,385 | 516,359 | 735,948 |
| Peugeot | 793 | 1,040 | 6,086 | 8,810 |
| Plymouth | 23,482 | 34,070 | 239,885 | 276,136 |
| Pontiac | 66,097 | 67,073 | 487,907 | 581,796 |
| Porsche | 2,137 | 2,956 | 17,013 | 20,661 |
| Saab | 4,657 | 4,308 | 31,498 | 33,287 |
| Sterling | 1,426 | 0 | 9,317 | 0 |
| Subaru | 17,745 | 13,493 | 109,695 | 120,524 |
| Toyota | 64,951 | 50,138 | 382,675 | 403,212 |
| Volvo | 10,080 | 10,157 | 80,951 | 85,050 |
| VWoA | 18,495 | 22,891 | 165,591 | 195,416 |
| Yugo | 4,200 | 4,123 | 35,272 | 18,983 |
| TOTAL | 962,615 | 951,809 | 6,957,285 | 7,552,453 |

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics and Acura. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA combines imports and domestics and Audi. Nissan includes Sentras built in the U.S. Mercury includes Merkur XR4TI and Merkur Scorpio. Ford includes Festiva. Chrysler includes Conquest. Pontiac includes Lemans.

## IMPORTED CAR SALES

| | Aug. 1987 | Aug. 1986 | 8 Mos., 1987 | 8 Mos., 1986 |
|---|---|---|---|---|
| Acura | 10,317 | 5,355 | 70,155 | 22,760 |
| Alfa Romeo | 523 | 1,030 | 4,575 | 4,901 |
| Audi | 2,694 | 4,438 | 32,143 | 41,347 |
| BMW | 8,057 | 8,016 | 58,915 | 62,666 |
| Chevrolet | 15,335 | 14,127 | 87,823 | 105,847 |
| Chrysler | 1,070 | 34 | 8,393 | 34 |
| Dodge | 6,171 | 5,871 | 40,986 | 45,248 |
| Ford | 5,172 | 0 | 10,529 | 0 |
| Eagle | 1,382 | 328 | 8,320 | 2,616 |
| Honda | 23,472 | 31,735 | 182,871 | 265,229 |
| Hyundai | 26,850 | 20,689 | 184,378 | 92,775 |
| Isuzu | 5,874 | 3,379 | 27,179 | 21,664 |
| Jaguar | 2,084 | 1,676 | 14,148 | 15,325 |
| Maserati | 60 | 50 | 480 | 978 |
| Mazda | 20,756 | 16,880 | 130,365 | 136,993 |
| Mercedes-Benz | 7,483 | 7,265 | 60,003 | 58,263 |
| Mercury | 2,482 | 1,139 | 9,537 | 10,318 |
| Mitsubishi | 6,351 | 4,776 | 47,482 | 31,973 |
| Nissan | 33,747 | 47,807 | 279,878 | 336,858 |
| Peugeot | 793 | 1,040 | 6,086 | 8,810 |
| Plymouth | 5,760 | 5,688 | 37,207 | 42,051 |
| Pontiac | 9,510 | 0 | 18,813 | 0 |
| Porsche | 2,137 | 2,956 | 17,013 | 20,661 |
| Saab | 4,657 | 4,308 | 31,498 | 33,287 |
| Sterling | 1,426 | 0 | 9,317 | 0 |
| Subaru | 17,745 | 13,493 | 109,695 | 120,524 |
| Toyota | 61,451 | 50,138 | 357,604 | 403,212 |
| Volkswagen | 11,002 | 12,000 | 88,135 | 102,123 |
| Volvo | 10,080 | 10,157 | 80,951 | 85,050 |
| Yugo | 4,200 | 4,123 | 35,272 | 18,983 |
| TOTAL | 308,641 | 278,498 | 2,049,751 | 2,090,496 |

Sales charts compiled by Karen Detkowski

## Michigan college wins architecture competition

SOUTHFIELD, Mich. — A team from Lawrence Institute of Technology here won an architectural and design competition for its conceptualization of a 21st-century factory.

The competition was sponsored by General Motors and the Association of Collegiate Schools of Architecture.

Teams were asked to design a plant that would produce a specific product at a given rate using a specified manufacturing process.

# PRODUCTION

| U.S. CAR | Week Ended Sept. 5, 1987 | Week Ended Sept. 6, 1986 | Week Ended Aug. 29, 1987 | Aug. Total | Jan. 1 to Sept. 6, 1986 | Jan. 1 to Sept. 5, 1987 |
|---|---|---|---|---|---|---|
| AMERICAN MOTORS | 0 | 0 | 0 | 0 | 36,955 | 15,994 |
| Renault Total | 0 | 0 | 0 | 0 | 36,955 | 15,994 |
| Alliance | 0 | 0 | 0 | 0 | 33,608 | 15,994 |
| Encore | 0 | 0 | 0 | 0 | 3,347 | 0 |
| CHRYSLER MOTORS | 20,100 | 23,742 | 20,918 | 71,648 | 916,534 | 719,581 |
| Plymouth Total | 5,200 | 7,573 | 5,407 | 21,610 | 279,712 | 212,969 |
| Horizon | 0 | 3,176 | 0 | 0 | 117,996 | 32,997 |
| Sundance | 1,500 | 882 | 1,554 | 5,583 | 10,229 | 63,316 |
| Reliant | 3,000 | 2,431 | 3,091 | 12,760 | 107,662 | 79,518 |
| Caravelle | 500 | 644 | 641 | 2,603 | 30,988 | 33,009 |
| Gran Fury | 200 | 440 | 121 | 664 | 12,837 | 4,129 |
| Chrysler Total | 7,900 | 7,959 | 8,069 | 24,249 | 283,346 | 245,561 |
| Laser | 0 | 0 | 0 | 0 | 27,239 | 0 |
| LeBaron K | 900 | 739 | 987 | 4,148 | 66,709 | 48,711 |
| LeBaron J | 2,300 | 0 | 2,271 | 5,638 | 0 | 77,645 |
| LeBaron GTS | 700 | 3,842 | 776 | 2,782 | 47,501 | 27,243 |
| N. Yorker E-Class | 1,500 | 1,017 | 1,771 | 7,130 | 52,258 | 55,046 |
| N. Yorker C-Class | 400 | 0 | 266 | 646 | 0 | 780 |
| Fifth Avenue | 2,100 | 2,361 | 1,998 | 3,905 | 89,639 | 36,136 |
| Dodge Total | 7,000 | 8,210 | 7,442 | 25,789 | 353,476 | 261,051 |
| Daytona | 1,400 | 0 | 1,525 | 3,777 | 30,807 | 38,772 |
| Omni | 0 | 3,021 | 0 | 0 | 113,605 | 28,363 |
| Shadow | 1,600 | 752 | 1,735 | 6,133 | 9,114 | 65,322 |
| Aries | 2,500 | 2,111 | 2,681 | 10,990 | 84,852 | 74,147 |
| Dodge 600 | 500 | 606 | 528 | 2,268 | 49,847 | 29,570 |
| Dynasty | 200 | 0 | 139 | 210 | 0 | 339 |
| Lancer | 400 | 654 | 445 | 1,578 | 36,817 | 16,995 |
| Diplomat | 400 | 1,066 | 389 | 833 | 28,434 | 7,543 |
| FORD MOTOR | 32,131 | 32,407 | 27,743 | 105,834 | 1,225,694 | 1,248,958 |
| Ford Division | 23,011 | 23,748 | 19,430 | 75,181 | 839,519 | 886,818 |
| Escort | 8,758 | 6,946 | 6,996 | 27,501 | 265,775 | 255,151 |
| Mustang | 4,607 | 4,131 | 4,457 | 14,380 | 132,021 | 144,670 |
| Tempo | 0 | 3,532 | 0 | 0 | 135,606 | 99,830 |
| Taurus | 7,101 | 9,139 | 5,714 | 26,627 | 201,647 | 280,262 |
| Thunderbird | 2,545 | 0 | 2,263 | 6,673 | 104,470 | 106,905 |
| L-M Division | 9,120 | 8,659 | 8,313 | 30,653 | 386,175 | 362,140 |
| Mercury Total | 4,928 | 4,589 | 4,149 | 13,898 | 267,786 | 239,026 |
| Lynx | 0 | 690 | 0 | 2 | 45,381 | 21,352 |
| Capri | 0 | 0 | 0 | 0 | 12,477 | 0 |
| Topaz | 0 | 1,010 | 0 | 0 | 40,213 | 32,858 |
| Cougar | 2,561 | 0 | 2,233 | 5,398 | 86,951 | 95,126 |
| Sable | 2,367 | 2,889 | 1,916 | 8,498 | 82,764 | 89,690 |
| Lincoln Total | 4,192 | 4,070 | 4,164 | 16,755 | 118,389 | 123,114 |
| Continental | 0 | 405 | 0 | 0 | 13,157 | 9,610 |
| Lincoln | 3,495 | 3,055 | 3,469 | 13,963 | 88,796 | 94,686 |
| Mark VII | 697 | 610 | 695 | 2,792 | 16,436 | 18,818 |
| GENERAL MOTORS | 67,728 | 63,624 | 57,353 | 183,523 | 2,880,479 | 2,346,013 |
| Buick Total | 13,475 | 13,650 | 12,801 | 36,892 | 534,162 | 382,116 |
| Skyhawk | 646 | 1,213 | 1,093 | 3,044 | 59,271 | 19,922 |
| Century | 3,053 | 3,422 | 3,144 | 9,609 | 163,739 | 116,331 |
| Regal (rwd) | 625 | 1,213 | 647 | 1,388 | 43,235 | 31,083 |
| Somerset/Skylark | 2,065 | 1,359 | 1,454 | 3,653 | 76,024 | 42,458 |
| LeSabre (fwd) | 4,800 | 3,544 | 4,464 | 11,362 | 103,546 | 95,920 |
| LeSabre (rwd) | 136 | 243 | 112 | 447 | 10,646 | 6,260 |
| Electra (fwd) | 1,920 | 2,198 | 1,887 | 6,340 | 58,214 | 61,411 |
| Riviera | 230 | 0 | 0 | 49 | 19,487 | 8,731 |
| Cadillac Total | 6,420 | 4,238 | 2,608 | 9,302 | 225,512 | 177,928 |
| Cimarron | 248 | 398 | 134 | 257 | 17,381 | 7,942 |
| Allante | 72 | 0 | 0 | 360 | 0 | 3,513 |
| Brougham (rwd) | 1,800 | 1,018 | 1,661 | 6,433 | 58,853 | 46,689 |
| DeVille (fwd) | 3,588 | 2,822 | 813 | 2,104 | 113,688 | 95,818 |
| Eldorado | 386 | 0 | 0 | 76 | 18,513 | 10,920 |
| Seville | 326 | 0 | 0 | 72 | 17,077 | 13,046 |
| Chevrolet Total | 23,981 | 22,043 | 21,109 | 80,926 | 877,959 | 911,652 |
| Chevette | 0 | 1,964 | 0 | 0 | 68,147 | 0 |
| Camaro | 2,525 | 2,750 | 2,973 | 11,784 | 124,200 | 84,141 |
| Cavalier | 4,857 | 6,498 | 2,439 | 4,557 | 277,398 | 213,185 |
| Celebrity | 4,270 | 3,926 | 4,125 | 16,396 | 166,834 | 204,791 |
| Corsica/Beretta | 7,635 | 0 | 7,551 | 33,422 | 0 | 217,261 |
| Monte Carlo | 1,785 | 2,147 | 1,759 | 5,290 | 81,803 | 47,207 |
| Chevrolet | 2,909 | 4,237 | 2,100 | 9,112 | 141,465 | 126,619 |
| Corvette | 0 | 521 | 162 | 365 | 18,112 | 18,448 |
| Oldsmobile Total | 10,977 | 11,882 | 9,210 | 25,079 | 703,791 | 423,343 |
| Firenza | 290 | 625 | 456 | 1,282 | 26,494 | 3,495 |
| Calais | 2,735 | 2,067 | 2,112 | 4,944 | 80,782 | 76,735 |
| Cutlass Ciera | 0 | 2,897 | 0 | 0 | 177,399 | 99,968 |
| Cutlass Supreme | 1,651 | 1,231 | 1,703 | 5,133 | 89,351 | 52,002 |
| 88 (fwd) | 1,997 | 2,762 | 1,079 | 10,280 | 225,056 | 113,139 |
| 88 (rwd) | 0 | 252 | 0 | 0 | 13,297 | 10,656 |
| Olds 98 | 4,033 | 2,048 | 3,860 | 3,368 | 77,367 | 48,356 |
| Toronado | 271 | 0 | 0 | 72 | 14,045 | 10,398 |
| Pontiac Total | 12,875 | 11,811 | 11,625 | 31,324 | 539,055 | 450,974 |
| Acadian* | 0 | 337 | 0 | 0 | 10,690 | 0 |
| Fiero | 0 | 991 | 0 | 0 | 46,854 | 20,689 |
| 1000 | 0 | 677 | 0 | 0 | 14,345 | 0 |
| Firebird | 1,515 | 2,592 | 1,628 | 5,594 | 77,419 | 56,007 |
| 2000 Sunbird | 1,063 | 2,884 | 384 | 588 | 95,489 | 61,742 |
| Grand Am | 4,800 | 3,089 | 4,793 | 15,660 | 153,085 | 163,958 |
| Grand Prix | 25 | 0 | 0 | 0 | 0 | 25 |
| 6000 | 2,450 | 982 | 2,129 | 3,888 | 98,492 | 54,618 |
| Bonneville | 2,856 | 0 | 2,527 | 5,002 | 0 | 87,230 |
| Safari/Parisienne | 166 | 259 | 164 | 592 | 42,677 | 6,705 |
| HONDA | 6,235 | 4,444 | 5,039 | 24,954 | 141,958 | 226,045 |
| Civic | 40 | 0 | 274 | 6,300 | 0 | 71,470 |
| Accord | 6,195 | 4,444 | 4,765 | 18,654 | 141,958 | 154,575 |
| NISSAN | 2,600 | 1,021 | 2,591 | 10,831 | 25,182 | 90,322 |
| NUMMI | 2,800 | 3,731 | 3,576 | 15,927 | 138,501 | 135,366 |
| Corolla | 800 | 0 | 755 | 3516 | 0 | 28,725 |
| Nova | 2,000 | 3,731 | 2,821 | 12,411 | 138,501 | 106,641 |
| VOLKSWAGEN | 0 | 1,560 | 0 | 0 | 55,962 | 43,129 |
| Golf/GTI | 0 | 1,560 | 0 | 0 | 55,962 | 34,775 |
| Jetta | 0 | 0 | 0 | 0 | 0 | 8,354 |
| Total Cars, U.S. | 131,594 | 130,529 | 117,220 | 412,717 | 5,421,265 | 4,825,408 |
| Total Cars, Canada | 15,852 | 13,520 | 12,466 | 27,411 | 708,436 | 510,479 |
| U.S., Canada Cars | 147,446 | 144,049 | 129,686 | 440,128 | 6,129,701 | 5,335,887 |
| U.S., Canada Trks. | 84,973 | 80,099 | 80,280 | 357,374 | 3,024,138 | 3,112,231 |
| U.S., Canada Cars and Trucks | 232,419 | 224,148 | 209,966 | 797,502 | 9,153,839 | 8,448,118 |

*—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

# August car output is 5-year low

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

Domestic automakers built 412,717 cars in August, the lowest total for that month since 1982 when 353,656 cars were assembled.

Last month's production was 16.26 percent more than July's 354,980 but 14.17 percent below the year-ago month's 480,857.

Last week's targeted auto output of 131,594 was 12.26 percent more than the previous week's 117,220 and slightly higher (0.82 percent) than the year-ago week's 130,529.

So far this year, 4,825,408 cars have been assembled, 10.99 percent below the 5,421,265 completed last year at this point.

Companies split last week's scheduled production as follows: General Motors, 51.46 percent; Ford Motor Co., 24.42 percent; Chrysler Motors, 15.27 percent; Honda of America Manufacturing Inc., 4.74 percent; New United Motor Manufacturing Inc., 2.13 percent; and Nissan Motor Manufacturing Co. U.S.A. 1.98 percent.

As reported earlier, Volkswagen of America's Westmoreland, Pa., plant is idle for model changeover until Sept. 21.

GM reported production figures for its new GM10 Pontiac Grand Prix model last week for the first time. Twenty-five were assembled. The new model is built at GM's Fairfax, Kan., plant.

Production of Buick Skyhawk and Oldsmobile Firenza models built at the Leeds, Mo., plant was halted for two days last week because of a parts shortage.

GM's Corvette plant in Bowling Green, Ky., and its Fiero plant in Pontiac, Mich., are slated to resume production this week. Both plants were idle because of a parts shortage.

Ford had Saturday overtime scheduled for its Dearborn, Mich., plant. Chrysler slated daily overtime this week at its St. Louis (No. 2) plant.

All assembly plants are closed today in observance of Labor Day.

# Truck build sets record

Domestic truck production last month was the highest for any August. The month's output of 299,145 topped the previous record of 295,114 built in August 1985.

Last month's production was 8.44 percent more than July's 275,857 and 10.62 percent more than the year-ago month's 270,430.

Truckmakers scheduled production of 69,429 units last week, 7.07 percent more than the previous week's 64,844 and 0.45 percent more than the year-ago week's 69,121.

Year-to-date, 2,559,043 trucks have been built, 4.79 percent more than the 2,442,000 completed last year at this point.

General Motors' Janesville, Wis., plant is scheduled to resume production tomorrow. The plant has been idle for model changeover.

Ford Motor Co.'s Louisville, Ky., plant is slated for daily overtime this week.

# Canada cars dip for month

August production of cars in Canada totaled 27,411, the lowest for that month since August 1981 when 19,015 cars were built.

Last month's build was 24.24 percent below July's 36,183 and 43.89 percent below the year-ago month's 48,852.

Targeted production of 15,852 cars last week was 27.16 percent more than the previous week's 12,466 and 17.25 percent more than the year-ago week's 13,520.

So far this year, 510,479 cars have been built, 27.94 percent below the 708,436 completed last year at this time.

Truck production for August totaled 58,229, 38.98 percent more than July's 41,899 and 13.88 percent more than last year's 51,133.

Last week's scheduled truck output of 15,544 was slightly higher (0.70 percent) than the prior week's 15,436 and 41.59 percent more than the year-ago week's 10,978.

Ford Motor Co.'s Oakville, Ontario, car plant is down for model changeover until early October.

| CANADIAN CAR | Week Ended Sept. 5, 1987 | Week Ended Sept. 6, 1986 | Week Ended Aug. 29, 1987 | Aug. Total | Jan. 1 to Sept. 6, 1986 | Jan. 1 to Sept. 5, 1987 |
|---|---|---|---|---|---|---|
| CHRYSLER | 100 | 76 | 109 | 453 | 2,723 | 3,726 |
| FORD MOTOR | 5,081 | 6,752 | 3,884 | 11,321 | 354,608 | 304,722 |
| GENERAL MOTORS | 10,146 | 6,512 | 7,892 | 13,823 | 344,249 | 185,595 |
| HONDA | 300 | 0 | 356 | 1,589 | 0 | 9,569 |
| VOLVO | 225 | 180 | 225 | 225 | 6,856 | 6,867 |
| Total Cars, Canada | 15,852 | 13,520 | 12,466 | 27,411 | 708,436 | 510,479 |
| **U.S. TRUCK☆** | | | | | | |
| CHEVROLET | 16,919 | 18,344 | 15,599 | 91,797 | 809,594 | 774,088 |
| DODGE | 7,500 | 4,278 | 7,495 | 30,203 | 70,291 | 181,946 |
| FORD | 28,330 | 31,490 | 25,720 | 104,880 | 977,400 | 994,888 |
| GMC | 5,970 | 6,456 | 5,081 | 25,362 | 247,959 | 259,045 |
| NAVISTAR | 1,330 | 1,300 | 1,488 | 6,761 | 49,017 | 49,449 |
| JEEP | 4,500 | 3,470 | 4,583 | 20,369 | 123,460 | 150,727 |
| NISSAN | 2,130 | 1,433 | 2,128 | 8,773 | 82,477 | 58,440 |
| AM GENERAL* | 450 | 50 | 450 | 1,800 | 1,762 | 10,260 |
| MISCELLANEOUS* | 2,300 | 2,300 | 2,300 | 9,200 | 80,040 | 80,200 |
| Total Trucks, U.S. | 69,429 | 69,121 | 64,844 | 299,145 | 2,442,000 | 2,559,043 |
| **CANADIAN TRUCK** | | | | | | |
| JEEP | 750 | 588 | 778 | 3,416 | 18,968 | 22,878 |
| CHRYSLER | 6,476 | 7,023 | 7,337 | 28,244 | 271,969 | 273,840 |
| FORD | 1,944 | 2,859 | 1,099 | 10,317 | 111,541 | 99,301 |
| GENERAL MOTORS | 6,150 | 365 | 5,998 | 15,349 | 173,223 | 150,768 |
| NAVISTAR | 224 | 143 | 224 | 903 | 6,437 | 6,401 |
| Total Trks., Canada | 15,544 | 10,978 | 15,436 | 58,229 | 582,136 | 553,188 |
| U.S., Canada Trks. | 84,973 | 80,099 | 80,280 | 357,374 | 3,024,138 | 3,112,231 |

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

# Nissan to build all U.S. trucks at Smyrna plant

SMYRNA, Tenn. — In October, Nissan will begin producing all of its 1988 pickup trucks for the U.S. market at its assembly plant here.

In the 1986 calendar year, Nissan's pickup sales in this country consisted of 96,943 domestically produced and 126,608 imported units.

The company said the Smyrna line rate will change in October from 34.6 cars and 28.4 trucks per hour to 46.5 trucks and 17.5 cars per hour. The Sentra subcompact is assembled at the plant. Employment will not be affected, Nissan said. There are 3,200 workers.

Nissan will continue to import to the United States specialty trucks, including its Pathfinder sport-utility vehicle and its passenger van.

Pickups will be produced in Japan for sale in markets other than the United States.

Pickups assembled in the United States in 1988 will be the 4x2 in regular bed, long bed, cabin chassis and King Cab versions and the 4x4 in regular bed, long bed and King Cab versions, the company said.

Nissan has assembled pickups at the Tennessee plant since 1983. It began building the Sentra here in 1985.

By changing its sourcing, Nissan will no longer pay a 25-percent tariff on trucks shipped from Japan to the United States. The vehicles also will be less susceptible to the changes in the yen-dollar relationship. Retail prices have risen and profit margins have narrowed as the dollar has weakened against the yen.

In an interview earlier this [illegible] Nissan President Yutaka [illegible] said the Japanese company plans to build 25 percent of its vehicles outside Japan by the early 1990s and may even close plants at home if the dollar continues to fall (Automotive News, April 6, 1987).

Atsushi Muramatsu, the Japanese automaker's executive managing director, said that Nissan plans to double its production capacity outside Japan. The company currently builds 12.5 percent of its vehicles overseas.

## 5-millionth Jeep

TOLEDO, Ohio — The 5-millionth Jeep was produced Aug. 27 at the main Jeep plant here. Jeep production began here at the start of World War II.